ShowBiz Pizza Time, Inc.

FRANCHISE NEWS

#34

March 20, 1987

WEEKLY SALES

AVERAGES FOR WEEK ENDING 3/15/87

SPP Franchised Units (65):	$16,627	CEC Franchised Units (74):	$18,510
SPP Company Units (91):	$23,261	CEC Company Units (31):	$23,771
SPP International Franchised Units (4):	$ 7,032	CEC International Franchised Units (8):	$17,714

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $28,979

1. San Jose (Tully), CA — M.C.A. & Associates
2. Tacoma, WA — Northwest Partners V
3. Portland, OR — Computerized Entertainment Concepts
4. Burnaby, BC — Nintendo Entertainment Centres
5. Jackson, MS — C & M Management, Inc.
6. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
7. Bridgeville, PA — McKnight Family Centers #2
8. Pearl City, HI — Selwin S. P. Chan
9. Victoria Park, ONT — All Canadian Pizza Shows
10. Greece, NY — Pizza Time of New York
11. Virginia Beach, VA — Adventure Restaurant Corporation
12. Greece, NY — Pizza Time of New York
13. Clarksburg, WV — Clarksburg Entertainment
14. Honolulu, HI — Pal Anderson Enterprises
15. El Toro, CA — F. E. C., Inc.
16. Little Rock #2, AR — Harold Burlingame
17. Salt Lake City, UT — Family Entertainment Developers
18. Huntington, WV — Huntington Entertainment
19. Syracuse, NY — Pizza Time of New York
20. Fayetteville, NC — Adventure Restaurant Corporation

ShowBiz Pizza Place

Average of Top 20 Units = $22,220

1. Virginia Beach, VA — Adventure Restaurant Corporation
2. Clarksburg, WV — Clarksburg Entertainment
3. Honolulu, HI — Pal Anderson Enterprises
4. Little Rock #2, AR — Harold Burlingame
5. Salt Lake City, UT — Family Entertainment Developers
6. Huntington, WV — Huntington Entertainment
7. Fayetteville, NC — Adventure Restaurant Corporation
8. Chattanooga, TN — McBiz Corporation
9. Des Moines, IA — McBiz Corporation
10. Lafayette, LA — Acadiana Productions
11. Knoxville, TN — Gary Long
12. Little Rock #1, AR — Harold Burlingame
13. Charlotte, NC — Adventure Restaurant Corporation
14. Fargo, ND — Great Plains Associates
15. Davenport, IA — McBiz Corporation
16. Allentown, PA — Wellington Development of Florida, Inc.
17. Paducah, KY — Pumezco, Inc.
18. Parkersburg, WV — Trio Foods Enterprises
19. Memphis #2, TN — McBiz Corporation
20. Phoenix #2, AZ — S-M Pizza

Chuck E. Cheese

Average of Top 20 Units = $28,749

1. San Jose (Tully), CA — M.C.A. & Associates
2. Tacoma, WA — Northwest Partners V
3. Portland, OR — Computerized Entertainment Concepts
4. Burnaby, BC — Nintendo Entertainment Centres
5. Jackson, MS — C & M Management, Inc.
6. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
7. Bridgeville, PA — McKnight Family Centers #2
8. Pearl City, HI — Selwyn S. P. Chan
9. Victoria Park, ONT — All Canadian Pizza Shows
10. Greece, NY — Pizza Time of New York
11. Albany, NY — Pizza Time of New York
12. El Toro, CA — F.E.C., Inc.
13. Syracuse, NY — Pizza Time of New York
14. Spokane, WA — Thomas & Timothy Finnerty
15. West Allis, WI — R. C. Schmidt, Jr.
16. Brooklyn, NY — Family Showtime Theatre of Bay Parkway
17. West Mifflin, PA — McKnight Family Centers #3
18. Monroeville, PA — McKnight Family Centers
19. Florence, KY — Family Entertainment, Inc., #2
20. Louisville, KY — Family Entertainment, Inc.

OPERATIONAL NEWS

ROYALTY PAYMENTS

Effective immediately all royalty payments should be sent to the following address along with the white copy of Form SPP 95:

ShowBiz Pizza Time, Inc.
ATTN: Franchise Accounting
4441 W. Airport Freeway
Irving, TX 75062

Please notify all appropriate personnel in your organization of this address change. Be sure that the attention line "FRANCHISE ACCOUNTING" is used in the address so that your payments will be applied on a timely basis.

DISCONTINUE SENDING ANY PAYMENTS

TO:

P. O. BOX 97464, DALLAS, TEXAS 75397

System assessment payments and the pink copy of Form SPP 95 should still be forwarded to:

International Association of
ShowBiz Pizza Place & Pizza
Time Theatre Restaurants
103 White Horse Pike
Haddon Heights, NJ 08035

DISTRIBUTOR INFORMATION

If you haven't already, please send us your completed "pink" distributor information form sent to you last week. We have included a copy of this form at the back of the newsletter for those who need it. We'd like to put our listing together as soon as possible.

SHOWBIZ COLORING BOOKS

ShowBiz coloring books (Billy Bob Busy Time Book) are now available direct from Oriental Trading Company. The item number is 86/SB10 and the description of the book is Large ShowBiz Coloring Book. The cost of these books is $58.40 per case of 200.

TOKEN WRAPPERS

Token wrappers are now available direct from Oriental Trading Company. The item number for .984 tokens is 86/SB3 and the item number for .800 tokens (small token wrappers) is 86/SB4. The cost is $3.06 per box (1000 per box).

NON-CAPITAL IMPROVEMENTS

Dick Frank believes one of the strong contributing factors for increased sales in 1986 was non-capital improvements. Following is a list of those factors. If you need further explanation, contact your Refional Franchise Director.

Ambience -

- Noise factor
- Lighting
- Game arrangement
- Table arrangement (show and game rooms)
- Basic repair and maintenance

Menu -

- New pan pizza
- Menu add-ons
- Build lunch sales
- Menu boards out front and easy to read

Fun/Entertainment -

- Basic repair and maintenance games
- Game room attendants (available)
- Tokens and quarters interchangeable
- Walkarounds in the showroom
- No charge for the ballcrawl
- Reduction of merchandise/ vendor machines

Service -

- Order expediters
- Proper staffing levels
- Birthday wave program
- Certified Trainer Program

Remember: Our #1 goal - **"Every guest that visits a ShowBiz or Chuck E. Cheese leaves HAPPY!"**

NAME BADGE VENDOR

We now have a source for direct order of manager name badges. **Be sure to specify whether you need PIN or POCKET type, and if you need a SHOWBIZ or CHUCK E. CHEESE logo.**

Badgeman
P.O. Box 657
Carrollton, TX 75006
(214) 357-9098
Contact: Jack

MARKETING & ADVERTISING

TALENT AND RESIDUALS FOR COMMERCIALS

After March 31, 1987, the following 1986 spots provided by the Advertising Fund will not be authorized for airing due to expired talent cycles:

Linguini
Kid Potentiality
Party
Couch Kids
30 second Donut - 86 version
10 second ID - 86 version

NEW TV SPOTS

In this mailing each franchise office only is provided a VHS videotape of the newly produced 30 second Donut and Frequency 10 second spots. Both ShowBiz and Chuck E. versions are on the tape so be sure to watch the entire presentation. After viewing these, if you wish to air either spot, please complete the attached form and return to Lois Perry BEFORE MARCH 31.

Note that your Advertising Fund pays all talent fees and one dub per market. If you do not plan to air either of these spots, please do not order a dub as talent usage is paid according to these orders.

1987 CAMPAIGN USAGE

Following is a list of TV spots available for your use and each's authorized talent cycle:

Jennifer - thru 4/30/87
Jeffrey - thru 4/30/87
Birthday 10 second - thru 5/31/87
Frequency 10 second - thru 5/31/87
30 second 1987 Donut - 4/1-6/30/87

You will receive information during April for renewals on Jennifer, Jeffrey, and Birthday 10 second. If you have any questions on TV usage, please contact your Regional Franchise Director or the Corporate Marketing Department.

ANNOUNCING

NOTEWORTHY

Locations

We would like to congratulate the following locations for earning a "NOTEWORTHY" on their quality assurance evaluation during the period 1-26-87 to 3-4-87:

ALBUQUERQUE, NM

Franchisee: P.H.U.L. Associates
Staff: Kevin Caulkins
Cricket Christenson
Robin Trowbridge
Kevin Cox

PHOENIX #1, AZ

Franchisee: S-M Pizza, Inc.
Staff: David Huggins
Sandra Peitrzykowsky
Ann Troy
Mark Finan
Carl Erickson

PHOENIX #2 (MESA), AZ

Franchisee: S-M Pizza, Inc.
Staff: Tim Walkowski
Carol Rath
Carl Weibe

READING, PA

Franchisee: H. F., Inc.
Staff: Lynne Edmonds
Steve Condict
Kim Swoyer
Patrick Hassler
Jim Bohrman

BOARDMAN, OH
Franchisee: Momentum, Inc.
Staff: Ellen Galla
Mary Ann Rodriguez
Rick Shraves

BRIDGEVILLE, PA
Franchisee: McKnight Fmly. Centers #2
Staff: Jack Cohen
Tim Symons
Mike Danley
Tom Potts
Alex Guntrum

PROVO, UT
Franchisee: Pal Anderson Enterprises
Staff: Tony Fabbiani
Rick Parry
Gayleen LeFevre

PORTLAND, OR
Franchisee: Computerized Entertainment Concepts
Staff: Debbie Foster
Linda Probsdorfer
Pat Maginnis
Alan Beaulieu
Brian Maginnis
Richard McCluskey
Dan Van Dyke

SALEM, OR
Franchisee: Corbin, John and Meinert, Clark
Staff: Clark Meinert
Steve Ingerson
Vern Rice
Mark Wheat

TACOMA, WA
Franchisee: Northwest Partners V
Staff: Fred Granlund
Mary Jo Bradford
Paul Lennox
Theresa Hardesty
Bryan Kriese
Jeff Merrill

LYNNWOOD, WA
Franchisee: Kitsap Entertainment, Inc.
Staff: Harry Muller
Linda Wooten

FLORENCE, KY
Franchisee: Family Entertainment, Inc.
Staff: Julie Ficker
Brenda Trapp
Mary Schweitzer
Robert Tierney

PORTAGE, MI
Franchisee: McBiz Corporation
Staff: Barbara Moyer
Carol Martel
Todd Stevens
Herb Jeffries

URGENT! YOUR IMMEDIATE ATTENTION REQUIRED

We have received several phone calls from manufacturers as to which distributors are approved to receive proprietary and logo items. To prevent products from being shipped to a former or unauthorized distributor, we need you to supply us with your distributor's names(s) and address(es). Suppliers of proprietary and logo items will only ship to approved distributors from a listing supplied to them by this department and Purchasing.

Please list your distributor(s) below and return this form to the Franchise Department as soon as possible. Thanks for your help!

Food Distributor: Name _____

Address _____

Phone # _____

Contact _____

Alternate
Food Distributor: Name _____

Address _____

Phone # _____

Contact _____

Distributor:
(Other) Name _____

Address _____

Phone # _____

Contact _____

Distributor:
(Other) Name _____

Address _____

Phone # _____

Contact _____

_____ _____

Franchisee Location

SHOWBIZ/CHUCK E. CHEESE"S
TALENT & RESIDUAL TV Tracking and Order Form

Please copy this form if you have more than five markets.

Franchise Corporate Name: _____

Market	SB or CEC	Commercial Title (check the ones you want to order and air)
		____ Frequency :10 TV ____ :30 (1987) TV Donut
		____ Frequency :10 TV ____ :30 (1987) TV Donut
		____ Frequency :10 TV ____ :30 (1987) TV Donut
		____ Frequency :10 TV ____ :30 (1987) TV Donut
		____ Frequency :10 TV ____ :30 (1987) TV Donut

Check here only if you require 1" dubs rather than 2"

_____

Ship To: _____

_____

_____

RETURN COMPLETED FORM BY MARCH 31, 1987 TO:

Lois Perry
ShowBiz Pizza Time, Inc.
4441 W. Airport Freeway
Irving, TX 75062

SPT, INC. FRANCHISE NEWS

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